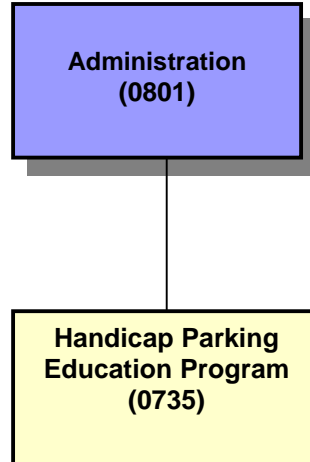
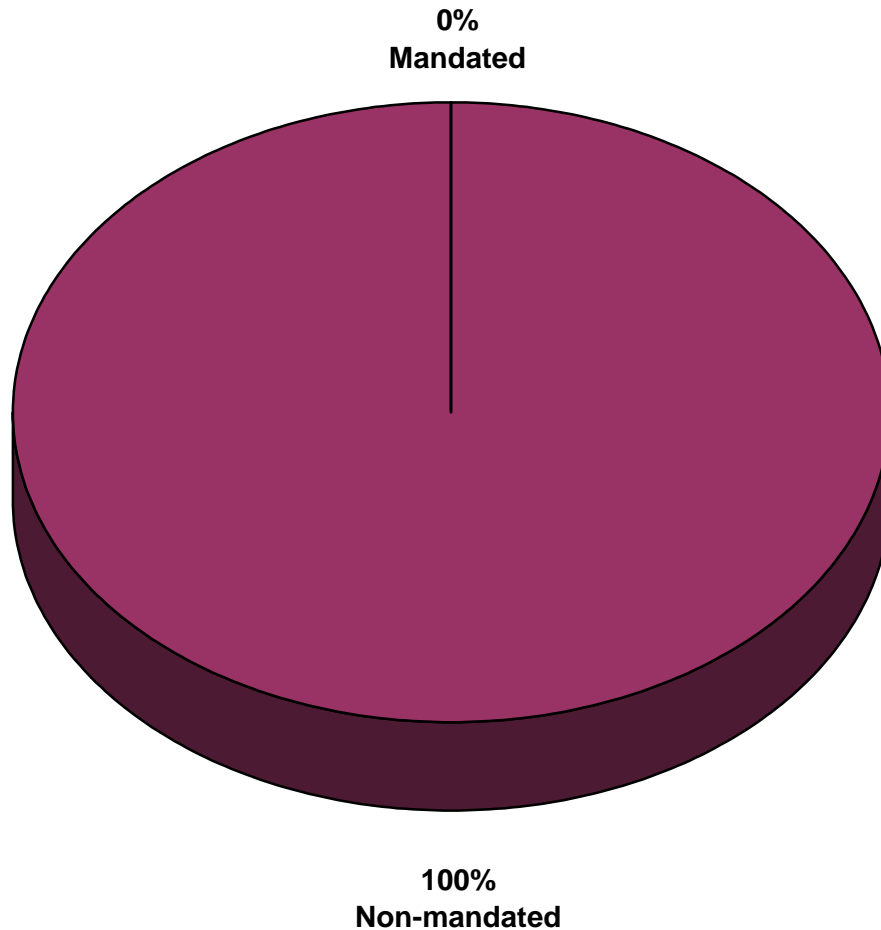


COMMUNICATIONS (008)



COMMUNICATIONS

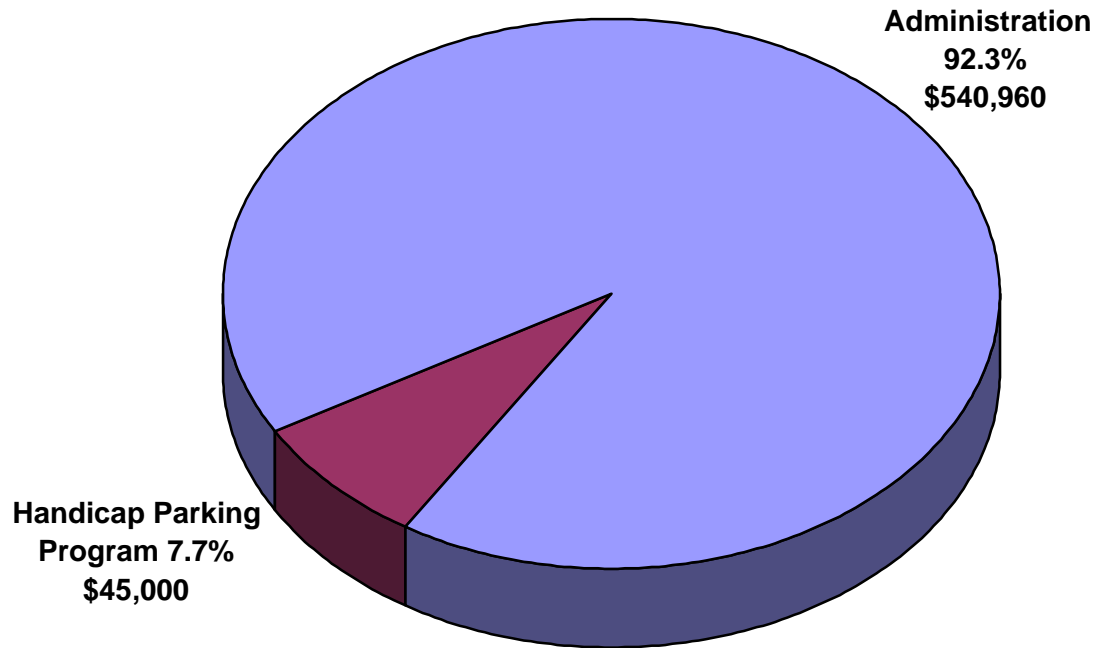
2005 MANDATED/NON-MANDATED



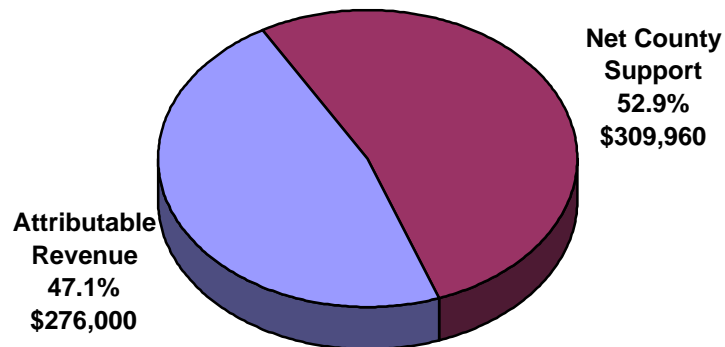
Department of Communications and Special Events is the central source of information on Monroe County operations for the general public, the media and within Monroe County government and is 100% non-mandated.

COMMUNICATIONS

2005 Budget - \$585,960



Net County Support



DEPARTMENT: Communications (008)

DEPARTMENT DESCRIPTION

The Department of Communications consolidates a number of county communications functions: Freedom of Information procedures, public information activities, emergency response, graphic coordination and special events planning.

Mission

The Department of Communications is the central source of information on Monroe County operations for all of its customers in the general public, the media and within Monroe County government. The department promotes the policies, programs and agenda of the Monroe County Administration, contributing to the success of those programs by developing community and internal support for them.

2004 Major Accomplishments

- Worked closely with the County Executive and the Office for the Aging to administer a new prescription drug plan for county residents
- Worked closely with the Department of Planning and Development to increase public awareness of the GreatRate and GreatRebate programs
- Worked closely with COMIDA to administer the County Executive's policy of employing local labor on new construction projects
- Worked closely with the Department of Transportation on the O'Rorke Bridge capital improvement project
- Improved turnaround time for media requests for information and interviews
- Improved turnaround time for all relevant Freedom of Information requests

2005 Major Objectives

- Continue to develop enhancements to the Monroe County website (www.monroecounty.gov) increasing user friendliness and making it easier for the public to obtain information
- Continue to work with the Department of Planning and Development, the City of Rochester and Greater Rochester Enterprise on a plan to consolidate economic development efforts
- Continue to work with the County's Emergency Operations Center to improve and implement emergency preparedness and response procedures

BUDGET SUMMARY

	Amended Budget 2004	Budget 2005
<u>Appropriations</u>		
Personal Services	395,950	295,063
Expenses	327,839	96,381
Supplies and Materials	100,040	12,000
Employee Benefits	111,683	86,497
Interfund Transfers	191,561	96,019
Total	1,127,073	585,960
<u>Revenue</u>		
Minor Sales	1,000	1,000
Handicap Parking Fees	45,000	45,000
Transfer from Other Funds	768,300	230,000
	814,300	276,000
<u>Net County Support</u>	312,773	309,960

BUDGET HIGHLIGHTS

Appropriations reflect a decrease in funding as a result of Publication Services being eliminated.

Transfer from Other Funds reflects a decrease in funding as a result of Publication Services being eliminated. Publication Services division charged back user departments.

DIVISION DESCRIPTIONS

Administration (0801)

The Communications Department provides information about county programs and initiatives to the media and the general public. The division prepares and distributes press releases, schedules news conferences, arranges public appearances and writes and edits a variety of informational materials for public distribution.

The division, in addition to the coordination of public and media inquiries, addresses all requests under the Freedom of Information and Open Meeting Laws. Staff is trained to coordinate public information during emergencies involving storms, nuclear power emergencies or other disasters.

Handicap Parking Education Program (0735)

The Handicap Parking Education Program funds education and public awareness projects to reduce illegal use of handicap parking spots.

Publication Services (0805)

For 2005, this division is eliminated.

Performance Measures

	Actual 2003	Est. 2004	Est. 2005
News Releases and Press Conferences	150	320	320
Freedom of Information Requests	671	1,150	1,150
Certificates/Proclamations	400	800	800